

JC883 U.S. PTO
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PTO/SB/05 (2/98) (modified)

Approved for use through 9/30/2000, OMB 0651-0032

Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

NEW UTILITY PATENT APPLICATION TRANSMITTAL <i>(only for new nonprovisional applications under 37 CFR 1.53(b))</i>		Attorney Docket Number	31026-04910
		First Named Inventor	Jeff Haber
		Total Pages in this Submission	42
		Express Mail Label No.	EL541495018US

JC784 U.S. PTO
09/628569
07/31/00

APPLICATION ELEMENTS		ACCOMPANYING APPLICATION PARTS	
<p>1. <input checked="" type="checkbox"/> Fee Transmittal Form (in duplicate) <input checked="" type="checkbox"/> Check Enclosed</p> <p>2. <input checked="" type="checkbox"/> Specification <i>(preferred arrangement set forth below)</i> <input type="checkbox"/> Descriptive Title of the Invention <input type="checkbox"/> Cross Reference(s) to Related Case(s) <input type="checkbox"/> Statement Regarding Fed sponsored R & D <input type="checkbox"/> Background of the Invention <input type="checkbox"/> Brief Summary of the Invention <input type="checkbox"/> Brief Description of the Drawing(s) <input type="checkbox"/> Detailed Description <input type="checkbox"/> Claim or Claims <input type="checkbox"/> Abstract of the Disclosure</p> <p>3. <input checked="" type="checkbox"/> Drawing(s) (<i>when necessary per 35 USC 113</i>)</p> <p>4. Oath or Declaration <p>a. <input checked="" type="checkbox"/> New Declaration <input checked="" type="checkbox"/> Executed</p> <p>b. <input type="checkbox"/> Copy from a prior application (37 CFR 1.63(d)) <i>(for continuation/divisional with Box 17 completed)</i> <p>i. <input type="checkbox"/> DELETION OF INVENTOR(S) Signed statement attached deleting inventor(s) named in the prior application, see 37 CFR 1.63(d)(2) and 1.33(b).</p> </p> <p>5. <input type="checkbox"/> Incorporation by Reference (<i>useable if Box 4b is checked</i>). The entire disclosure of the prior application, from which a copy of the oath or declaration is supplied under Box 4b, is considered as being part of the disclosure of the accompanying application and is hereby incorporated by reference therein.</p> <p>17. If a CONTINUING APPLICATION, check appropriate box and supply the requisite information below and in a preliminary amendment:</p> <p><input type="checkbox"/> Continuation <input type="checkbox"/> Divisional <input type="checkbox"/> Continuation-in-part (CIP) of prior application No: _____</p> <p>Prior application information: Examiner: _____ Group/Art Unit: _____</p> </p>		<p>6. <input checked="" type="checkbox"/> Assignment & Assignment Recordation Cover Sheet</p> <p>7. <input type="checkbox"/> Certified Copy of Priority Document(s) <i>(if foreign priority is claimed)</i></p> <p>8. <input type="checkbox"/> Information Disclosure Statement & PTO-1449 <input type="checkbox"/> Copies of IDS Citation(s)</p> <p>9. <input type="checkbox"/> Preliminary Amendment</p> <p>10. Small Entity Statement <p><input checked="" type="checkbox"/> New Statement enclosed</p> <p><input type="checkbox"/> Statement filed in prior application. Status still proper and desired</p> </p>	
		<p>11. <input checked="" type="checkbox"/> Return Postcard</p> <p>12. <input type="checkbox"/> _____</p> <p>13. <input type="checkbox"/> _____</p> <p>14. <input type="checkbox"/> _____</p> <p>15. <input type="checkbox"/> _____</p> <p>16. <input type="checkbox"/> _____</p>	
ADDRESS TO: Box Patent Application Assistant Commissioner for Patents Washington, DC 20231			

18. CORRESPONDENCE ADDRESS

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Signature	<i>John Carr</i>		Date	July 21, 2000

EXPRESS MAIL No. EL541495018US

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Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

**VERIFIED STATEMENT CLAIMING SMALL ENTITY STATUS
(37 CFR 1.9(f) & 1.27(c))—SMALL BUSINESS CONCERN**
Docket Number (Optional):
4910Applicant or Patentee: Jeff HaberApplication or Patent No.: Not yet assignedFiling Date or Issue Date: Even date herewithTitle: Directing Internet Shopping Traffic & Tracking Revenues Generated as a Result Thereof

I hereby declare that I am

 the owner of the small business concern identified below: an official of the small business concern empowered to act on behalf of the concern identified below:NAME OF SMALL BUSINESS CONCERN HollywoodReality LLCADDRESS OF SMALL BUSINESS CONCERN 7750 Sunset Boulevard
Hollywood, California 90046

I hereby declare that the above identified small business concern qualifies as a small business concern as defined in 13 CFR 121.12, and reproduced in 37 CFR 1.9(d), for purposes of paying reduced fees to the United States Patent and Trademark Office, in that the number of employees of the concern, including those of its affiliates, does not exceed 500 persons. For purposes of this statement, (1) the number of employees of the business concern is the average over the previous fiscal year of the concern of the persons employed on a full-time, part-time or temporary basis during each of the pay periods of the fiscal year, and (2) concerns are affiliates of each other when either, directly or indirectly, one concern controls or has the power to control the other, or a third party or parties controls or has the power to control both.

I hereby declare that rights under contract or law have been conveyed to and remain with the small business concern identified above with regard to the invention described in:

 the specification filed herewith with title as listed above. the application identified above. the patent identified above.

If the rights held by the above identified small business concern are not exclusive, each individual, concern or organization having rights in the invention must file separate verified statements averring to their status as small entities, and no rights to the invention are held by any person, other than the inventor, who would not qualify as an independent inventor under 37CFR 1.9(c) if that person made the invention, or by any concern which would not qualify as a small business concern under 37 CFR 1.9(d), or a nonprofit organization under 37 CFR 1.9(e).

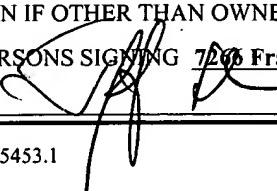
Each person, concern or organization having any rights in the invention is listed below:

 No such person, concern, or organization exists. Each such person, concern or organization is listed below:

Separate verified statements are required from each named person, concern or organization having rights to the invention averring to their status as small entities. (37 CFR 1.27)

I acknowledge the duty to file, in this application or patent, notification of any change in status resulting in loss of entitlement to small entity status prior to paying, or at the time of paying, the earliest of the issue fee or any maintenance fee due after the date on which status as a small entity is no longer appropriate. (37 CFR 1.28(b))

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application, any patent issuing thereon, or any patent to which this verified statement is directed.

NAME OF PERSON SIGNING Jeff HaberTITLE OF PERSON IF OTHER THAN OWNER CEOADDRESS OF PERSONS SIGNING 7266 Franklin Ave. #104, Hollywood, CA 90046SIGNATURE DATE 7/26/00

31026/04910/SF/5025453.1